



Euromonitor
International

Store Cards in Thailand

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

American Express targets affluent Thais with premium charge cards
AMEX leverages post-pandemic travel surge with tailored premium rewards
AMEX expands consumer base to include younger card holders

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AMEX seeks to expand merchant acceptance with emphasis on growing tourism market
AMEX targets younger consumers with tailored offerings and marketing strategies
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PROSPECTS AND OPPORTUNITIES

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[Debit Cards in Thailand - Category analysis](#)

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KEY DATA FINDINGS

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- PromptPay and QR codes drive cashless transformation
- Consumers favour credit cards for higher value purchases

PROSPECTS AND OPPORTUNITIES

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2024 DEVELOPMENTS

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- Rabbit Card expands reach and usage across Thailand's transportation and retail sectors
- Digital travel cards gain popularity as consumers embrace cashless and convenient payment solutions

PROSPECTS AND OPPORTUNITIES

- Ministry of Transport plans significant transportation investments under 'Quick Win' policy for 2024-2025
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- Major retailers invest in expanding customer base through new branches and renovations
- Store cards drive sales and loyalty through flexible payments and exclusive offers

PROSPECTS AND OPPORTUNITIES

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